

~~MAILED~~ 7

Received

MAR 14 1968

GROUP 330

*from the desk of ---
Louis J. Perlstein*

BRADFORD



SNOW❄️MAKER

BRADFORD'S INGENIOUS APPLIANCE
RECIRCULATES SNOW CONTINUOUSLY,
CREATING THE REALISTIC EFFECT OF A
GENTLE SNOWFALL OVER THE CHRISTMAS
TREE.

No. 8070 — Complete unit with 7½' artificial Scotch
Pine Tree.

No. 8000 — Separate Snow*Maker unit without tree.
(see Page 5)

Makes
"White Christmas"
dreams come true
in every home -
in any climate!





NEW!

SNOW❄️MAKER

DIMENSIONAL DISPLAY BY BRADFORD

BRADFORD'S EXCITING AND PROVOKING SNOW❄️MAKER FLOOR DISPLAY. SELF-STANDING UNIT COMPLETE WITH FALLING SNOW OVER SCENIC PANEL (SEE PAGE 5).

No. 8161 — Santa. Other scenes available as numbers 8162 and 8163.

NEW!

Snow*Maker Globes...
Table-Size
Snow*Maker Trees!



No. 8108 — 8" Snow*Maker Globe

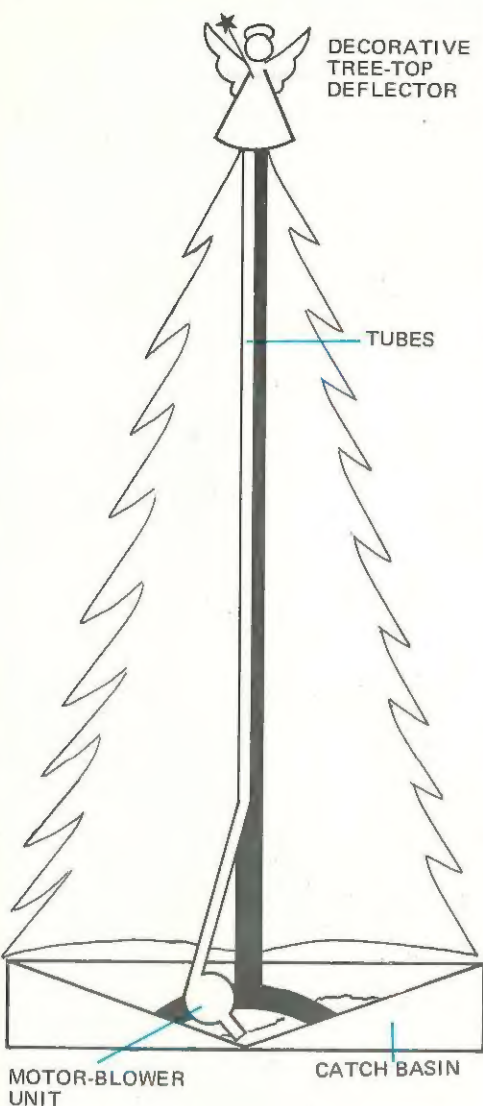


No. 8105 — 5" Snow*Maker Globe



No. 8020 — Snow*Maker Table Tree. The most different table tree on the market! Bradford's mini Snow*Maker, 27" in height (see Page 5).

A NEW SNOW-MAKING INNOVATION. SNOW PELLETS CONTINUALLY RECIRCULATE OVER CHRISTMAS SCENE WITHIN PLASTIC GLOBE (SEE PAGE 5).

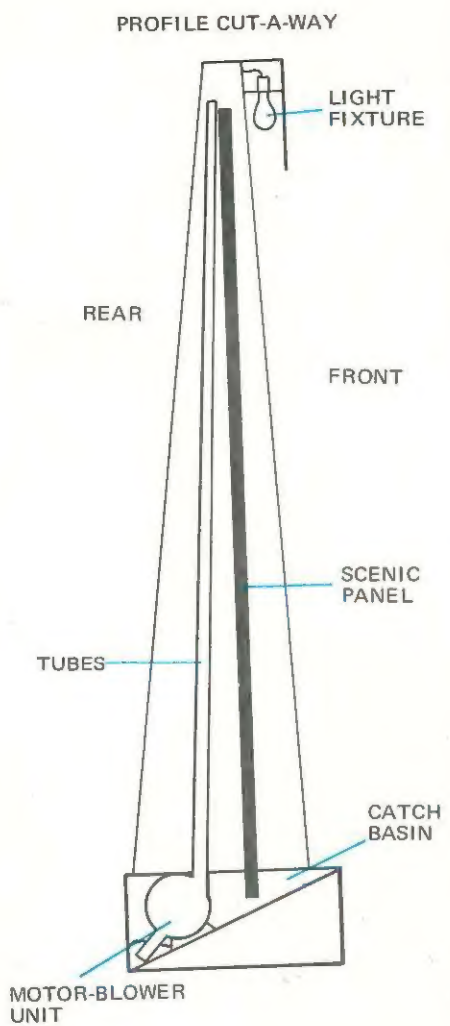


NO. 8000 SNOW*MAKER

Consists of treetop, recirculating tubes, catch basin and motor blower unit, as well as a liberal supply of artificial snow. Can be used with any natural or artificial 6' - 7½' tree. Individually packed in an attractive compact corrugated shipping carton, as shown at right.

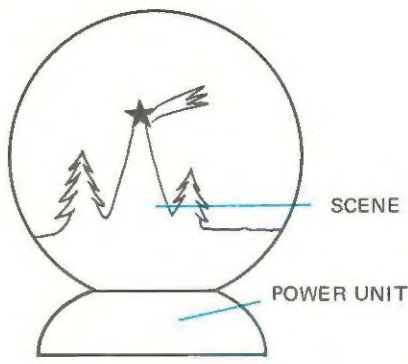
NO. 8070 SNOW*MAKER TREE.

Snow*Maker unit with specially selected 7½' artificial Scotch Pine Tree.



NO. 8161 SCENIC SNOW*MAKER.

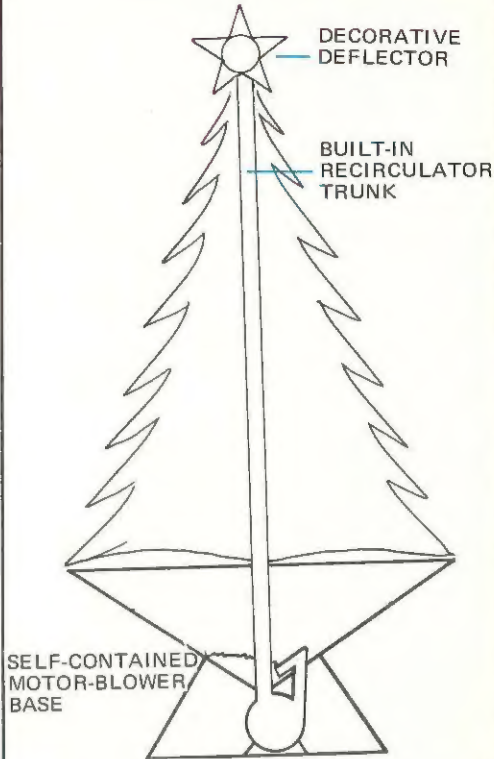
Self-standing unit complete with scenic panel, recessed valance illuminator, snow-making recirculating tube and motor blower unit, as well as liberal supply of snow. Set up in minutes without hardware or tools. Packaged in compact attractive corrugated shipping carton.



NO. 8105 SNOW*MAKER GLOBE BATTERY OPERATED.

NO. 8109 SNOW*MAKER GLOBE OPERATES ON 110 AC.

Power unit in base constantly recirculates snow particles over Christmas scene. No assembly necessary. Individually boxed in attractive corrugated shipping carton.



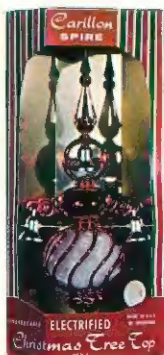
NO. 8020 SNOW*MAKER TABLE TREE.

Consists of Treetop, artificial table tree with built-in recirculator trunk, self-contained power unit base and liberal supply of snow. Assembles easily in minutes. Individually packaged in compact corrugated shipping carton.

NO. 8000 SNOW*MAKER PACKAGING ILLUSTRATION



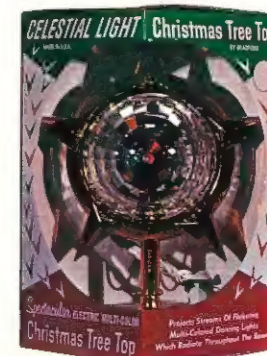
Unbreakable
ELECTRIFIED
Treetops



*NO. 28 ELECTRIFIED
CARILLON SPIRE (14")
Ball with White angel hair
topped by spire with 3
bells. Assorted colors.

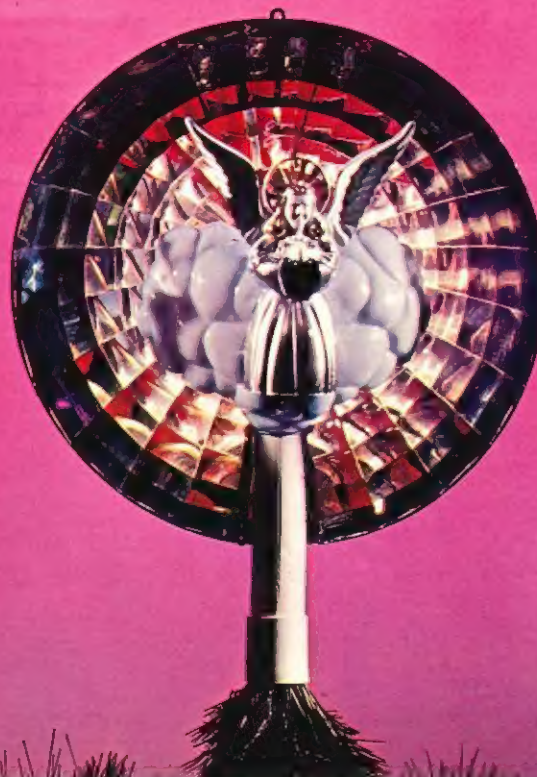


*NO. 38 ELECTRIFIED
STAR-LIGHT ANGEL
TREETOP (10")
Can be used as Treetop
or versatile home display.
Rotating colors within
cause continuous cascade
of moving stars on Angel's
skirt.



*NO. 35 ELECTRIFIED
CELESTIAL LIGHT
(9 1/4")
Can be used as Treetop
or versatile home display.
Projects flickering,
multi-color lights which
radiate throughout
room.

*U.L. approved.



***NO. 39 ELECTRIFIED
STAR-LIGHT ANGEL
TREETOP (10")**
Useful as Treetop or
versatile home display.
Multi-colored stars cast
a colorful glow from
Angel's golden skirt.

*U.L. approved.



***NO. 20 ELECTRIC
ANGEL TREETOP
(10")**
Bulb and spinner
concealed behind clouds
cause colored lights to
flow from faceted
plated reflector.



**NO. 23 ELECTRIFIED
CHRISTMAS CAROUSEL
(10")**
Can be used as Treetop
or versatile home display.
Revolving pictorial
Christmas scene projects
cascades of light
throughout room.

Bradford

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3/14/68



**NO. 30 ELECTRIFIED
NATIVITY STAR (10")**
Assorted color stars set
on silver plated
reflector.



**NO. 27 ELECTRIFIED
STAR TREETOP**
8½" plated star with
small center angel. Bulb
concealed behind
angel skirt.



**NO. 29 CARILLON
SPIRE (14")**
Ball with White angel
hair topped by spire
with 3 bells.

Beautiful
UNBREAKABLE
Treetops





NO. 44 DOUBLE
INDENTED
GOLD TREE
SPIRE (12")
with tinsel
waterfall cascade
in assorted
colors.



NO. 26 STAR
TREETOP
8½" plated star
with center angel
insert.



NO. 49 GOLD
FLECK CARILLON
SPIRE (14")
Ball with angel
hair and contrasting
color plated bells.



NO. 2122 TREE
SPIRE (10")
Indented faceted
ball surrounded
by 5 points of a
star and topped
by tree spire.



NO. 18 PLATED
TREE SPIRE (9½")
with waterfall
cascade. Ball with
Christmas motif
topped with spire
and graceful tinsel
waterfall. Assorted
colors.

BALLS,



NO. 203
12-2" Plated Balls



NO. 201
12-2" Faceted Balls



NO. 902
Ten Piece Assortment



NO. 261
12-2" Glitter Balls



NO. 204
12-2" Faceted Balls



NO. 907
Trim-A-Tree Assortment



NO. 205
12-2" Plated Balls



NO. 264
12-2" Glitter Balls

BELLS and FANCY SHAPED TREE ORNAMENTS



NO. 109 4-2" Plated Bells with Tinsel Waterfall Hangers

NO. 108 Same as above - 3 - 3" Bells with Tinsel Waterfall.



NO. 277 6-2½" Plated Crystal Cut Balls



NO. 921 Twenty Piece Assortment



NO. 161 10-2" Glitter Bells



NO. 100 10-2" Plated Bells



NO. 164 8-3" Glitter Bells



NO. 101 8-3" Plated Bells

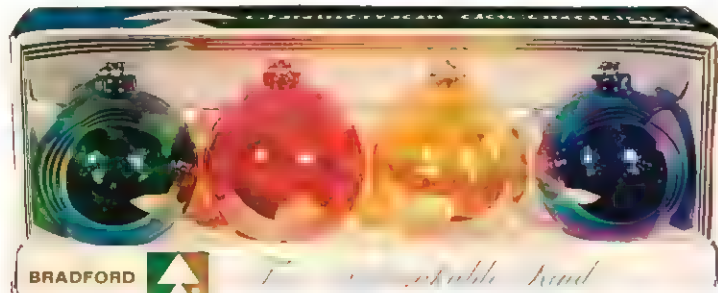
For rich rainbow effects. . .



NO. 234 - 4-2" Faceted Balls



NO. 131 - 4-3" Bells



NO. 235 - 4-2" Balls



NO. 130 - 10-2" Bells



NO. 231 - 12-2" Faceted Balls

BRADFORD'S AURORA LUSTRES

NO. 737 — 5-2 1/2" Solitaires



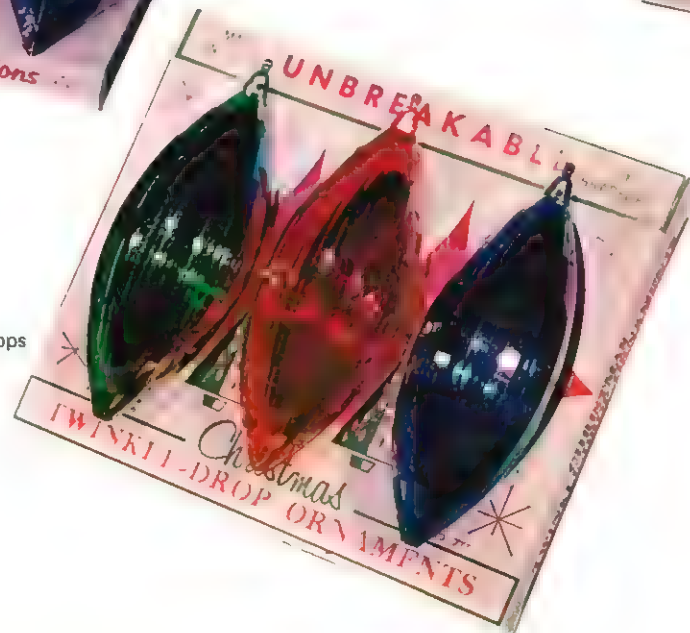
NO. 733 — 5-3 1/4" Pear Cuts



NO. 731 — 5-4" Marquise

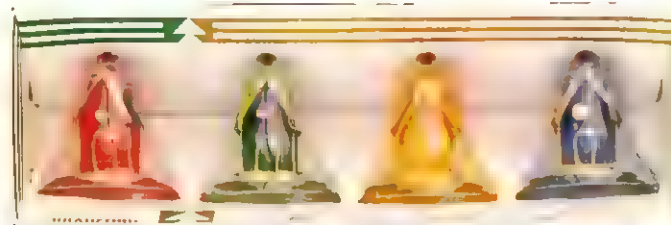


NO. 735 — 3-4" Tear Drops





NO. 278 — 4-2½" BALLS
Shipping carton contains assortment
of three different types of inserts.



NO. 178 — 4-3" BELLS
Shipping carton contains assortment
of three different types of inserts.



INTERIOR DECORATIONS



NO. 742
5-5" Crystal Drops
with mirrored interior.



NO. 715 5-3" Emerald Cuts with figure.



NO. 717 5-2 1/4" Solitaires with grape clusters.



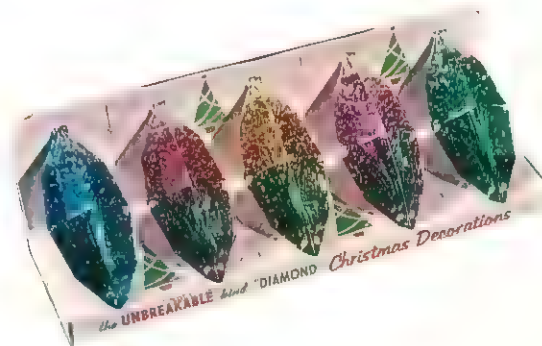
NO. 744
5-3 1/2" Pear Cuts
with mirrored interior.



NO. 743 5-3 1/2" Pear Cuts
Shipping carton contains assorted tree and figure interiors.



NO. 713
5-4" Diamonds with figure.



NO. 711 - 5-4" Marquise
with assorted color floral inserts.

NET and MELTON APPLIQUES



NO. 248
4-2 1/2" Balls with sequin studded net appliques.
NO. 247 Same as above without Sequins.



NO. 285
4-2 1/2" Balls with fabric appliques.



NO. 148
4-3" Bells with sequin studded net appliques.
NO. 147 Same as above without Sequins.



NO. 181
4-3" Bells with fabric appliques.



NO. 747
3-5 1/4" Tear Drops
with sequin studded net appliques.



NO. 785
3-5 1/4" Tear Drops
with fabric appliques.

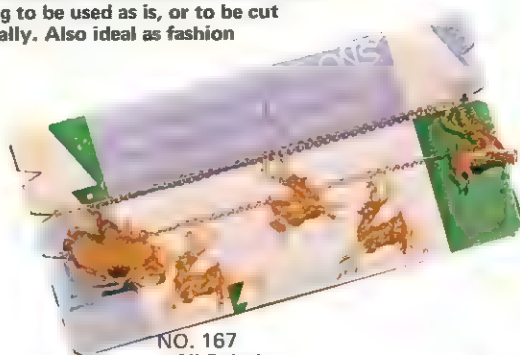
Bradford
1968

BOWS, TIES and MINIATURE DECORATIONS

Versatile miniature Christmas tree decorations and tie-ons.
Supplied on nylon string to be used as is, or to be cut
apart and used individually. Also ideal as fashion
holiday jewelry.



NO. 7781
6-2 1/4" Package Ties.



NO. 167
4-2" Reindeer
and Sled
with Santa.



NO. 125
4-2" Angels



NO. 121
11-1" Bells



NO. 7786
6-2 1/4" Glitter Bows.



NO. 7788
6-2" Red Flocked Bows.



NO. 7789
Red Flocked Pointsettia Sets.
Individually packed and
assorted to carton as follows:
2-6" Pointsettias
3-4 1/2" Pointsettias
4-2 1/2" Pointsettias



NO. 7784
4-3 1/4" Glitter Bows.



NO. 7782
2-4 1/4" Glitter Bows.

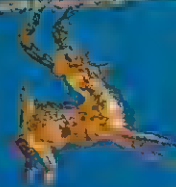
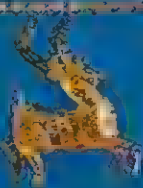
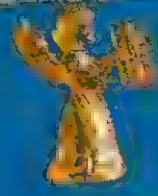
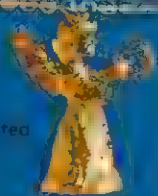


NO. 7787
6-2" Gold Bows.

ORNAMENTAL GARLANDS



NO. 1124 — Musical Angel
NO. 1125 — Musical Angel Plated



NO. 1166 — Sleigh and Reindeer
NO. 1167 — Sleigh and Reindeer-Plated



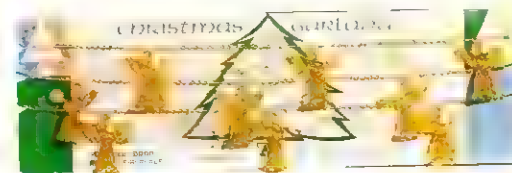
NO. 1120 — Aurora Icicle



NO. 1122 — Gold Plated Bell



NO. 1121 — Solid Color Bell



NOS. 1124 and 1125 — Musical Angel
NOS. 1166 and 1167 — Sleigh and Reindeer



NO. 1120 — Aurora Icicle



NO. 1122 — Gold Plated Bell
NO. 1121 — Solid Color Bell

Bradford creates a unique effect by combining the traditional garland with a string of ornaments. Ideal for decorating trees, mantelpieces, doors, hallways, etc. Can be cut to desired length or ornaments can be removed and used individually. Each garland is approximately 8' in length and is packed in a beautiful display box.



GARLANDS FROM ALL OVER THE WORLD

NO. 1185 — Gold Spiral Garland

NO. 1184 — Spiral Garland: Assorted Colors — Red/Gold — Blue/Green — Multi-Color

APPROXIMATE LENGTH — 9 FEET

NO. 1180 — Loop Garland: Multi-Color and Assorted Color Combinations

NO. 1182 — Gold Loop Garland

NO. 1188 — Gold Vinyl Tinsel Garland

BOUTIQUE GARLAND COORDINATES



NO. 1170 — Green Holly Garland coordinates with Wreath No. 7164.
Assortment includes Blue and Gold trim with matching Bells.

NO. 1175 — Gold Tinsel and Green Holly Garland with assorted
Pointsettia colors of White, Red and Gold.

WREATHS

Bradford's line of Boutique Christmas Wreaths fashionably decorated with a variety of unbreakable ornaments, each in its own attractive package.



NO. 7170 — 19" Green Holly Wreath trimmed with two ball clusters, bird and ribbon bow.



NO. 7167 — 16" Two-tone Green Holly Wreath with glitter bow, bell and three reindeer.



NO. 7185 — 18" Green Holly Wreath trimmed with six plated bells and ribbon bow.



NO. 7143 — 14" Two-tone Green Holly Wreath trimmed with two Gold bells and bow.



NO. 7184 — 18" Mirrored Green Holly Wreath with green and red tinsel pom-poms.



NO. 7164 — 16" Green Holly Wreath. Packed assorted Blue and Gold trim with Aurora Tear Drop.

Stylized Imported WREATHS



NO. 7155 — 15" Avocado Green Wreath with white pointsettias and iced-fire cherries.



NO. 7088 — 8" Vinyl Wreath. Packed assorted Santa and Angel inserts.



NO. 7177 — 17" Boxwood Wreath with gold angels and bow. Packed assorted: Green/Blue and White/Gold. Coordinates with Door Tree No. 6048 and Table Tree No. 860.



NO. 7182 — 18" Green Holly Wreath with six red and green silver-tipped pom-poms.

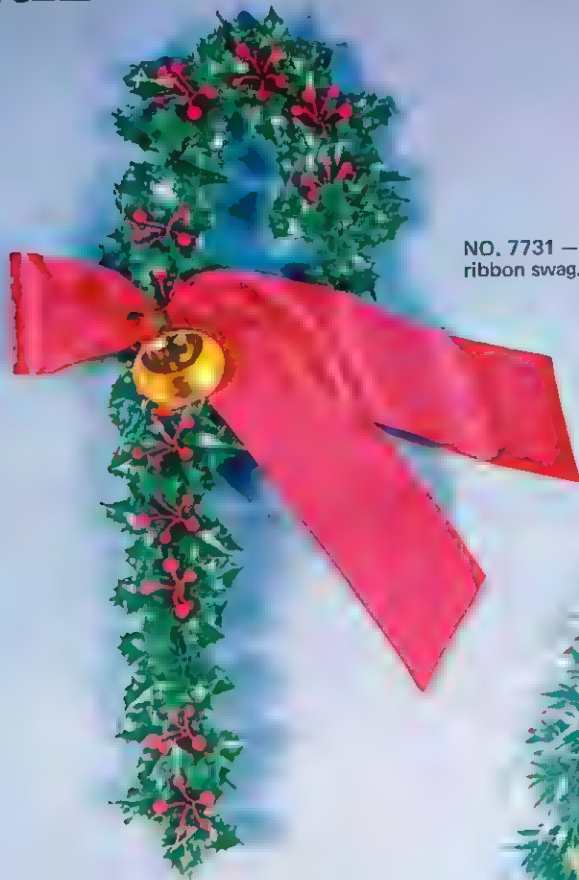


NO. 7120 — 12" Avocado Green Wreath with red berries and pointsettias in assorted colors of white, red and gold.



NO. 7188 — 18" Della Robia Wreath with iced-fire fruit. Packed assorted green and white leaves.

BRADFORD'S BOUTIQUE LINE OF SPRAYS AND



NO. 7731 — 18" Holly Cane with berries, bell and ribbon swag.



NO. 7704 — 14" Pine Spray with contrasting plated bells, reindeer and ribbon bow.



NO. 7706 — 16" Cedar Spray with contrasting color bells, grape clusters and ribbon bow.



NO. 7703 — 11" Holly Spray. Green leaves with contrasting plated ball or bell cluster and center figure.



NO. 7700 — 15" Holly Spray with faceted balls, berries, ribbon bow and figure.

DOORPIECES fashionably designed for moderate prices



NO. 7705 — 24" Holly Wreath Door Spray. Three graduated wreaths with bells and berries set on red ribbon backer.



NO. 7709 — 16" Holly Door Tree. Multi-colored lights with gold glittered leaves and small red berries set in half-round urn base.



NO. 7791 — 24" Door Tree Mail Box. Completely decorated with beautiful velour collapsable mail box base.



NO. 7735 — 20" Door Ringer. Burlap plaques with Noel sentiment mounted with bells on ribbon backer.



NO. 7761 — 8" Door Ringer. Bells hang from gold log with velour bow and pointsettias.



NO. 7748 — 14" Half-tree with small angels, mounted in urn base. Two colors packed assorted. Coordinates with Wreath No. 7177.



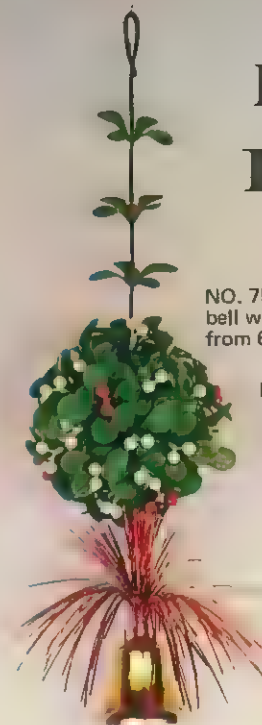
NO. 7734 — 24" Door Ringer. Tinsel wreaths with amusing figures and bells mounted on ribbon hanger. Assorted colors to carton.

Hanging Decorations

NO. 7591 — Kissing Ball. Plated bell with tinsel waterfall suspended from 6" mistletoe cluster.

NO. 7590 — Mistletoe Cluster Only

NO. 159 — Kissing Bell. Single 3" plated Bell with mistletoe spray, bow and hanger.



NO. 169 — Double Kissing Bell. 12" cluster of two bells with grape inserts suspended from bow and mistletoe hanger.



NO. 149 — 3 Piece Mistletoe Bell Set. 2" plated bells with mistletoe hangers and contrasting bows.



NO. 7595 — 9" Waterfall Sceptre Hanging Ornament.

CANDLEHOLDERS and CANDLE CENTERPIECES

NO. 7530 — Pair of 8" Decorated Gold Candleholders with candles.



NO. 7505 — 13" Holly Candleholder with contrasting balls or bells. Candle included.



NO. 7554 — Pair of 8" Candleholders. Green boxwood foliage with red flocked balls. Candles included.



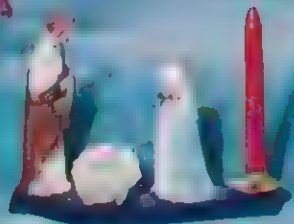
NO. 7556 — Pair of 7" Holly Candleholders with candles.



NO. 7512 — 6" Wooden Angel Candleholder.



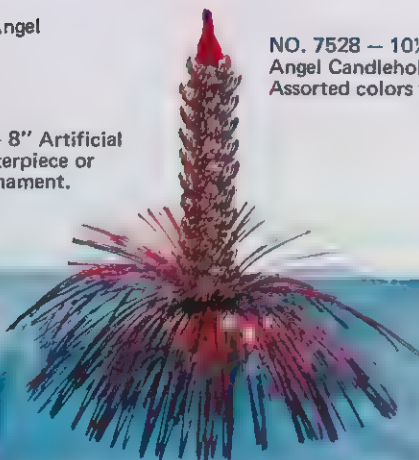
NO. 7565 — 8" Artificial Candle Centerpiece or Hanging Ornament.



NO. 7528 — 10½" Byzantine Angel Candleholder. Assorted colors to carton.



NO. 7514 — 5" Holy Family Set with Candle.



NO. 7523 — 10½" 3 Kings Candleholders in radiant colors.



NO. 7524 — Same as No. 7523, but in Antique Ivory.

CENTERPIECES and NATIVITIES

NO. 814 — Cornucopia. Approximately 14" in length.
Fruit and floral assorted to carton.

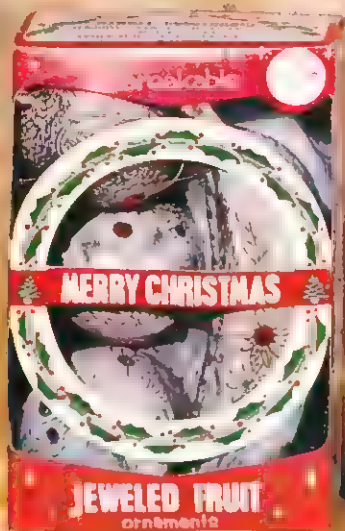
NO. 4800 — 12½" Dollies. Set of four with holly
and berry border.

NO. 813 — 4½" Sled. 2 to bag.
Three colors assorted to carton.

NO. 817 — 5½" Sled. 1 to bag.
Three colors assorted to carton.

NO. 815 — 7½" Sled. 1 to bag.
Three colors assorted to carton.

NO. 802P — 2 Silver plated Reindeer; Gold
plated Sleigh and Red Santa on 12" base.



JWELED FRUIT

Ideal for Table and Tree Decoration.

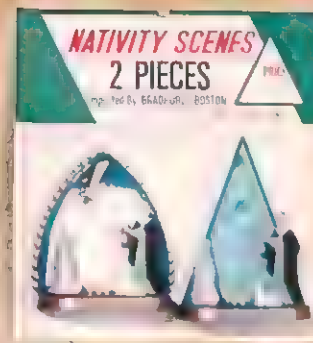
- NO. 364 - 4 Piece Assortment (3 1/2"). Natural Colors.
- NO. 365 - 4 Piece Assortment (3 1/2"). Antique White.
- NO. 366 - 4 Piece Assortment (3 1/2"). Antique Bronze.
- NO. 355 - 3 Piece Assortment (3"). Antique White.
- NO. 356 - 3 Piece Assortment (3"). Gold.

Unbreakable

356

Christmas

Jewel Ornaments



NO. 437 - Miniature Nativities, 2 styles to card.

NO. 818 - 5" Fruit Basket.



NO. 860 - 15" Table Tree. Coordinates with Wreath No. 7177 and Spray No. 7748, 2 colors assorted to carton.



NO. 861 - 10" Flocked Table Tree.



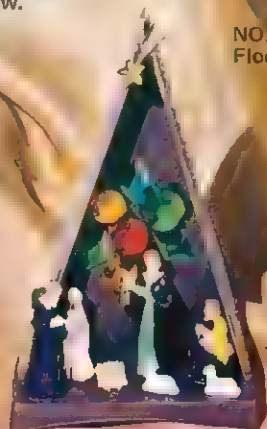
NO. 862 - 8" Flocked Table Tree.



NO. 439 - Nativity with Stained Glass Window.



NO. 824 - Water Globes. 2 assorted styles to carton.





NO. 627 — 3-3/4" Prancing Reindeer. Assorted plated and glitter finishes to carton.



NO. 4163 — 2-5/8" Ball and Bell Figures. Assorted to carton.



NO. 4164 — 3-4 1/2" Ball and Bell Figures. Assorted to carton.



NO. 812 — 2 Gold Glitter 3 1/4" Reindeer and 4" Sled.



NO. 427 — 3 Plated 4 1/2" Wisemen in attractive colors.



NO. 4607 — 3-4 1/4" Assorted Reindeer Figures.



NO. 4161 — 4-3 1/2" Ball and Bell Figures. Assorted to carton.



BRADWINKLES and NOVELTY TREE TRIMS



NO. 4228 — 5½" Happy Dwarf. 4 colors assorted to carton.



NO. 4227 — 4" Clowns. 3 colors assorted to carton.



NO. 4225 — 4" Pixie. 3 colors assorted to carton.



NO. 4224 — 4" Soldier Boy. 2 colors assorted to carton.



NO. 4223 — 4" Dancing Santa. 2 colors assorted to carton.



NO. 4336 — 3 Piece Assorted Color Nut Cup Set.



NO. 4226 — 3½" Doll Set. 4 colors assorted to carton.



NO. 4338 — Colorful Drum. 3" in Diameter.



NO. 4339 — Colorful Drum Set. 2" in Diameter.

CHRISTMAS FIGURES



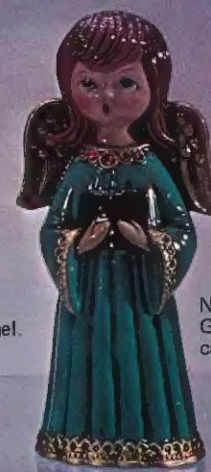
NO. 4039 — 7" Papier-Mache Owl Bank. Assorted 2 colors to shipping carton.



NO. 4027 — 7" Papier-Mache Santa Bank. Assorted 2 colors to shipping carton.



NO. 4016 — 7" Sisal Angel.



NO. 4025 — 9" Papier-Mache Choir Girl. Assorted colors to shipping carton.



NO. 4015 — 3½" Angel Duet.



NO. 4026 — 5" Papier-Mache 3-Piece Angel Set.

NO. 4010 — 6" Wooden Angel
4 styles assorted to shipping carton.



NO. 4000 — 10" Comic Santa.



NO. 4017 — 7" Forest Elf -
2 styles assorted to shipping carton.



NO. 4001 — 9" Clown.



NO. 4006 — 11½" Santa.



NO. 4448 — 36" Tree Skirt. Assorted Red and Green.



NO. 4446 — 28" Melton Stocking. Assorted Red and Green.



NO. 4444 — 14" Burlap Shopping Bag. Assorted Red and Green.



NO. 7799 — Plated Cello-wrapped Decorated Wicker Basket. 8" x 13". Packed assorted colors.



NO. 7797 — Cello-wrapped Decorated Wicker Basket. 7" x 8 1/2". Packed assorted colors.



NO. 490 — New Decorative Ornament Hangers. Now you can enhance the beauty of the tree by using attractive Bradford ornament hangers. Each hanger itself is a beautiful decoration, 1 1/4" high. Three different designs — bells, bows and leaves — 36 pieces to a set. Delicate open hook accommodates all types of ornaments.



MERCHANDISERS

Bradford's items can be ordered in corrugated merchandisers. Pre-packed trays are easily removed from shipping carton and set on easel backer to serve as ideal point-of-sale floor display. Printed merchandiser tells Bradford's selling story. See Price List for available selection.

Mail Baskets, Stockings, Tree Skirt and Ornament Hangers

CHRISTMAS DECORATIONS

The Unbreakable Kind



BRADFORD NOVELTY CO., INC.

200 FIFTH AVENUE NEW YORK 10, NEW YORK

SALES OFFICES:

NEW YORK CITY, N. Y. * CHICAGO, ILL. * HIALEAH, FLA. * ATLANTA, GA. * LOS ANGELES, CALIF. * KANSAS CITY, MO. * DALLAS, TEXAS * BOSTON, MASS.

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PLEASE NOTE:

1. ASSORTED COLORS refers to an assortment of Red, Blue, Gold, Green and Silver.
2. TERMS: All shipments F.O.B. Factory, Boston, Massachusetts. 1% 10 days; net 30 days. All sales final.
3. Merchandise only available in standard packing and colors as stated in catalog.